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FROM THE IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT

• MARCH 2006

## Main Street Iowa Celebrates 20th Anniversary

2006 marks the 20th year of the Main Street Iowa program, a cause to celebrate the downtown revitalization efforts that have taken place over the last two decades.

Main Street communities will gather at the annual Main Street Iowa Awards event on Friday, April 28 at the downtown Des Moines Marriott Hotel to honor the achievements of the 34 Main Street communities, their leaders and volunteers. A commemorative booklet will be unveiled with photo essays of the ways in which the Main Street Iowa program is working statewide, "Changing Places, Changing Faces, Changing Lives."



And the celebration continues... Shutterbugs can join the excitement of celebrating Main Street Iowa by participating in the 2006 Iowa State Fair Photography Salon competitions 2006 special category —"Main Street Iowa." Find out more on the photo contest by contacting [competitiveevents@iowastatefair.org](mailto:competitiveevents@iowastatefair.org) or 1.800.545.FAIR.

For more Main Street Iowa program awards information, contact Darlene Strachan at 515.242.4857 or e-mail [darlene.strachan@iowalifechanging.com](mailto:darlene.strachan@iowalifechanging.com)

## Main Street Iowa Grants Announced

### Nine Communities Receive Financial Assistance

The Iowa Department of Economic Development (IDED) announced awards to nine Iowa communities through a fund administered by the Iowa Downtown Resource Center and Main Street Iowa. The funds are part of the Main Street Challenge Grants created through a \$500,000 appropriation from the US Department of Housing and Urban Development (HUD).

Senator Tom Harkin joined Governor Tom Vilsack and IDED Director Mary Lawyer to make the announcement at the State Capitol on January 28, 2006.

"The work being done to revitalize the downtowns across Iowa is outstanding," said Governor Vilsack. "Iowa is a leader in an effort across the country to build a healthy and prosperous core in the

communities that built this nation."

"This program is helping rejuvenate Iowa's local economy and restore luster to main streets all over the state," said Senator Tom Harkin (D-IA). "I have visited many of the Iowa communities that have benefited from the Main Street Iowa Program and have been so impressed by the caliber of the projects. I am pleased to have been able to secure funding for it again this year and look forward to seeing the new projects in action."

The grant program stimulated a local investment of \$2.8 million in the first year and an estimated local investment of nearly \$6.5 million in the second year; a fourth appropriation of \$1 million has been approved.

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Governor Vilsack and Senator Harkin present the award to representatives from Elkader.





**"The Downtown Resource Center team is the Iowa Department of Economic Development's one stop shop for downtown development assistance to Iowa communities. The most valuable resource available is the highly qualified and motivated team."**

***Sandy Ehrig, Division Administrator***

## ***Downtown Resource Center Celebrates Main Street's 20th Year***

It has been a pleasure to watch and participate in the evolution of Main Street Iowa. When I describe the work of Community Development at the Iowa Department of Economic Development (IDED), Main Street is noted as the premiere program of the Downtown Resource Center. Iowa's Main Street program has garnered this reputation nationally, as well.

It is no secret, the seasoned staff, with their passion and drive for this work have led Iowa's program to its leading status. Thom Guzman arrived in Iowa with his background in retail business, real estate, organizational management and historic preservation in 1987. His leadership and Main Street's demand has propelled the team from one staff person to seven over the course of twenty

years. They have assisted hundreds of communities with their expertise.

This team continues to succeed because of their dedication to Iowa communities and the need for retraining and retooling the technical assistance offered. The 20 years have built a very solid, respected program for Iowa; IDIED looks forward to the success of another 20 years of Main Street Iowa.

### **THE DOWNTOWN RESOURCE CENTER TEAM**



**Thom Guzman** leads the team and represents IDIED on several national and state committees related to Main Street Iowa. After seventeen years of working with Iowa's communities, Thom's greatest reward occurs "when the light bulb goes on" as leaders recognize the importance of downtown to the destiny of their

community's development. He also finds great satisfaction being part one of the most experienced, dedicated downtown development teams in the country. Thom enjoys international travel, is an aquarium enthusiast and offers many hours volunteering to improve IDIED's East Village neighborhood when off the job.



**Jane Seaton** is in her 11th year of work for IDIED and serves as the state's coordinator for Main Street Iowa. Jane is responsible for all the planning and coordination of services for the participating communities. Jane also manages the special projects such as the Main Street Challenge Grants, 20th Anniversary activities, and application workshops. It is the enthusiasm and pas-

sion of the people in Iowa's Main Street program that keeps

Jane going! Sunshine and water attract Jane's travel itinerary, her favorite personal time endeavor.



**Tim Reinders** joined the IDIED team sixteen years ago to provide the architectural services necessary for viable Main Street communities and continues to find great reward in this very tangible work. Tim's motivation comes from people – proud of their finished projects and realizing the impact to overall community vitality provided by their investment. Tim enjoys his two active children and especially activities with ISU football attached to them!



**Darlene Strachan** has been with the Downtown Resource Center four years offering technical assistance to the current 34 Main Street communities and coordinating the annual awards ceremony. Darlene enjoys being in the communities and personally working with the local staff, board of directors, and volunteers. The reward is experiencing their enthusiasm and pride when goals are reached locally. Darlene's currently filling her free time as a student at William Penn University, but looks for time to pleasure read and scuba dive.

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# Main Street Iowa Grants Announced Nine Communities Receive Financial Assistance

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## The 2006 HUD Challenge Grant recipients:

**Elkader**, \$48,000 for adaptive reuse of a 1914 industrial building into a mixed use commercial and art center

**Bedford**, \$40,000 for rehabilitation of a burned out landmark building into a community meeting room, wellness center and four overnight lodging suites

**Central City**, \$32,000 for rehabilitation of a 1892 building, vacant since 1984

**Bonaparte**, \$40,000 for renovation of the 1892 Meeks Pants Factory into a reception/special events space

**Waterloo**, \$40,000 for conversion of upper floors in the 1914

Blacks Building into eleven market rate apartments

**Dubuque**, \$25,000 for rehabilitation of an 1876 building, including first floor retail and upper floor loft apartments

**Dunlap**, \$25,000 for restoration of exterior masonry on the 1882 Moore's block building

**Keokuk**, \$25,000 for restoration and adaptive reuse of a 1920s building into offices and loft apartments  
State Center, \$25,000 for restoration and rehabilitation of an 1890s building in Remarkable Row.

For more information about the Main Street Challenge Grant program contact Jane Seaton, State Coordinator at [jane.seaton@iowalifechanging.com](mailto:jane.seaton@iowalifechanging.com) or by calling .515.242.4756.

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## Downtown Resource Center Celebrates Main Street's 20th Year

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**Debi Flanders** has been with IDIED for six years working as the department's Southeastern Iowa consultant for three years. As a member of the Downtown Resource Team, Debi provides technical assistance for all community requests regarding downtown commercial revitalization. She works with downtown assessments and coordinates the annual Iowa Downtown Summit.

Her rewards are not only from the communities and their improvements, but working with a valued team of professionals. Free time means relaxing with family and a good book or art project, or a game of golf for Debi.



This team is well supported with administrative assistance provided by **Susan Drake**. Susan enjoys the established relationships, the feeling of accomplishment generated from the communities who are regularly "in touch", and the variety of the work. Susan enjoys family time, gardening, crocheting and reading when she's off the job.



**Suzanne Davidson** has been on contract with the Downtown Resource Center for four years, providing coordination of publications and writing. She is currently working on the 20th Anniversary commemorative booklet. Suzanne enjoys the people she works with and many hobbies, as well as weekends with family and friends at her Ozarks lake home.



**Michael Wagler** has been a Design Intern with Main Street Iowa throughout his college career. He studied historic preservation at the Savannah College of Art & Design and is currently completing his Masters Degree in Community and Regional Planning at Iowa State.

Main Street Iowa will be selecting new communities at the end of May. Watch for an announcement in the next issue of the *Main Street Messenger*.



## Housing Fund Grants

APPLICANT	ACTIVITY DESCRIPTION	\$ AWARDED
Algona	rehabilitation of 10 single-family owner-occupied units including lead hazard abatement	\$344,500
Allison	rehabilitation of eight single-family owner-occupied units	\$294,300
Alton	rehabilitation of eight owner-occupied units	\$259,000
Atlantic	rehabilitation of 12 single-family owner-occupied units	\$360,000
Bedford	rehabilitation of six lmi owner-occupied units	\$233,850
Brooklyn Housing Inc.	rental rehabilitation of 33 elderly and disabled units	\$280,000
Burt	rehabilitation of eight single-family owner-occupied units including lead hazard abatement	\$277,100
Chariton	rehabilitation of seven owner-occupied units	\$224,700
Community Based Services Enriched Housing I L.L.L.P.	new construction of an affordable housing project for persons with disabilities [12 HOME-assisted units]	\$548,975
Community Housing Initiatives Inc.	acquisition and rehabilitation of 34 units for rental to low income households`	\$800,000
Coralville	rehabilitation of six owner-occupied units including lead hazard abatement	\$197,855
Council Bluffs' Housing for the Homeless L.L.C.	transitioning from homelessness to a more traditional lifestyle [26 HOME- assisted units]	\$298,010
Dan Gesy d.b.a. Gesy Rental	new construction of eight two-bedroom units	\$400,000
Dayton	rehabilitation of eight owner-occupied units	\$282,992
Denison	downpayment assistance and mortgage buydown for a minimum of 14 low- and moderate-income families to buy newly constructed homes	\$489,986
DeWitt	rehabilitation of 10 single-family owner-occupied units	\$321,490
Dubuque	rental - conversion of a building into seven units for physically disabled	\$350,000
Elma	rehabilitation of six single-family owner-occupied units	\$199,194
Emmetsburg	rehabilitation of eight single-family owner-occupied units	\$239,000
Fort Dodge	rehabilitation of 14 single-family owner-occupied units	\$483,560
Fresh Start Housing L.L.C.	new construction of 19 units for low- to medium-income tenants	\$680,000
Grand Mound	rehabilitation of six low- to moderate-income owner-occupied units	\$197,094
Harlan	rehabilitation of 10 single-family owner-occupied units	\$305,000
Humboldt	rehabilitation of 10 owner-occupied units	\$345,990
Humboldt Workshop Service Enriched Housing I L.L.L.P.	new construction of 19 units and the rehabilitation of 1 unit for persons with disabilities [19 HOME-assisted units]	\$784,297
Iowa Falls	rehabilitation of eight single-family owner-occupied units	\$256,392
Jefferson Point Limited Partnership	new construction of 30 housing units for older persons and persons with disabilities [18 HOME-assisted units]	\$798,250
John Lewis Coffee Shop Inc.	homeownership assistance to 25 units	\$320,000
Johnson County Permanent Supportive Housing Limited Partnership	new construction of 18 rental units for families and persons with disabilities [18 HOME-assisted units]	\$605,400
Kalona	rehabilitation of 6 single-family owner-occupied units	\$220,234
Livermore	rehabilitation of 10 owner-occupied units	\$351,680
Lorimor	rehabilitation of four owner-occupied units	\$155,900
Manilla	downpayment assistance and mortgage buydown for a minimum of six low- and moderate-income families to buy newly constructed homes	\$213,994

*Continued*

## Housing Fund *Continued*

APPLICANT	ACTIVITY DESCRIPTION	\$ AWARDED
Monroe	rehabilitation of six single-family owner-occupied units	\$192,400
Muscatine	rehabilitation of 12 single-family owner-occupied units	\$415,788
N.D. Housing L.L.L.P.	new construction of 10 units for transitional housing [10 HOME-assisted	\$500,000
Oskaloosa Municipal Housing Agency	rental assistance for 25 residents with incomes below 50% of median	\$158,000
Pioneer Woods L.L.C.	rental rehabilitation to renovate 34 scattered site buildings for preservation of low-income housing [66 HOME-assisted units]	\$800,000
Pocahontas	rehabilitation of eight single-family owner-occupied units	\$265,000
Polk County	rehabilitation of 14 single-family owner-occupied units	\$391,986
Red Oak	rehabilitation of 10 single-family owner-occupied units	\$314,000
Russell	rehabilitation of seven single-family owner-occupied units	\$239,500
Sanctuary Transitional Housing I L.L.L.P.	new construction of a 24 unit transitional housing complex intended for women who are reuniting with their children after receiving drug/alcohol addiction treatment [15 HOME-assisted units]	\$425,000
Shelby	homeownership assistance to five households in the form of acquisition and rehabilitation	\$200,000
Sheldon	rehabilitation of 10 owner-occupied units	\$299,500
Sigourney	rehabilitation of 10 owner-occupied low- to moderate-income units	\$379,240
Skyline Center Service Enriched Housing I L.L.L.P.	new construction of a Service Enriched program for 26 units for persons with disabilities [17 HOME-assisted units]	\$727,844
Spencer	owner-occupied rehabilitation of 10 units with lead hazard abatement	\$263,000
State Center	rehabilitation of eight single-family owner-occupied units	\$248,396
Tama County	homeownership assistance to 10 households within Tama, Toledo, Traer, Dysart, Garwin, Gladbrook, Clutier and Elberon	\$412,490
The Way Home LLLP	new construction rental of 24 units for transitional housing [12 HOME- assisted units]	\$600,000
Titonka	rehabilitation of eight single-family owner-occupied units	\$277,100
Victor	rehabilitation of six single-family owner-occupied units	\$198,000
Villisca	rehabilitation of 10 single-family owner-occupied units	\$301,500
Waterloo	homeownership assistance to 10 units	\$100,000
West Bend	homeownership assistance to four households	\$109,780
<b>Total</b>		<b>\$19,937,267</b>

## Water/Sewer Fund Grants

APPLICANT	ACTIVITY DESCRIPTION	\$ AWARDED
Andover	water system installation	\$87,000
Bancroft	sanitary sewer collection improvements	\$300,000
Bridgewater	sanitary sewer collection improvements	\$152,300
Camanche	wastewater treatment plant improvements	\$550,000
Cambridge	water distribution system improvements	\$300,000
Clearfield	sanitary sewer collection improvements	\$105,000
Clinton	sanitary sewer collection improvements	\$400,000
Cresco	sanitary sewer collection improvements	\$488,000
Defiance	water distribution system improvements	\$300,000
Delaware	water distribution system improvements and new well construction	\$188,000
Deloit	water distribution system improvements and new well construction	\$200,000
Donahue	water distribution and water treatment improvements	\$293,000

***Continued***

## Water/Sewer Fund Grants *Continued from page 7*

APPLICANT	ACTIVITY DESCRIPTION	\$ AWARDED
Doon	water tower construction and connection to regional water	\$300,000
Elkader	sanitary sewer collection improvements	\$500,000
Elliott	sanitary sewer collection improvements	\$217,000
Ellsworth	water treatment plant improvements	\$300,000
Emerson	water distribution system improvements	\$300,000
Fertile	sanitary sewer collection improvements	\$300,000
Garden Grove	water distribution system improvements	\$250,000
Grand Junction	water treatment plant construction	\$300,000
Greene	water distribution system improvements	\$225,747
Humeston	sanitary sewer collection improvements	\$205,340
Iowa County	regional water system construction and connection to regional water	\$268,000
Joice	water distribution and water treatment improvements and new well construction	\$231,000
Keosauqua	water distribution system improvements	\$390,000
Lawler	wastewater treatment plant improvements	\$300,000
Lester	wastewater treatment plant improvements	\$251,000
Lockridge	water tower construction	\$275,000
McCausland	sanitary sewer collection and wastewater treatment improvements	\$299,000
Mount Auburn	wastewater treatment plant improvements	\$133,300
Plano	sanitary sewer system installation	\$60,000
Randall	water distribution system improvements	\$148,000
Saint Ansgar	wastewater treatment plant improvements	\$411,000
Stacyville	water distribution and water treatment improvements and new well construction	\$300,000
Tipton	water tower construction	\$600,000
University Park	sanitary sewer collection improvements	\$300,000
Vail	sanitary sewer collection and wastewater treatment improvements	\$300,000
Welton	water system installation	\$159,000
<b>Total</b>		<b>\$10,686,687</b>

## Community Facilities and Services Fund Grants

APPLICANT	ACTIVITY DESCRIPTION	\$ AWARDED
Centerville	storm sewer improvements	\$510,000
Clinton	child care center construction	\$600,000
Cresco	child care center construction	\$600,000
Fayette County	child care center renovation	\$300,000
Marshalltown	demolition of a school	\$273,253
Monona	child care center construction	\$500,000
New London	child care center construction	\$500,000
Newell	renovation of a care facility for the disabled	\$130,000
O'Brien County	group home construction	\$340,000
Orange City	child care center construction	\$400,000
Perry	storm sewer improvements	\$200,000
Webster County	work activity center renovation	\$505,000
<b>Total</b>		<b>\$4,858,253</b>

# Iowans Pledge More Than 1.5 Million Hours of Service for 2006

Iowans will spend more than 1.5 million hours cleaning up parks, mentoring youth, providing meals for their neighbors, and generally making the state a better place in 2006 thanks to Volunteer Iowa, which aired Sunday, January 15 on statewide Iowa Public Television. These hours are valued at nearly \$28 million. The results exceed the total hours pledged for 2005 by more than 25,000 hours.

In a collaborative effort with the Iowa Commission on Volunteer Service (ICVS), Iowa Public Television hosted this one-hour live broadcast aimed at collecting pledges from Iowans of volunteer hours for 2006. Viewers from across the state pledged 1,579,478 hours of service during the broadcast. Viewers who made a pledge Sunday will receive follow-up information in the coming weeks on how to volunteer in their communities in ways that interest them most.

## *The top pledges include:*

**Iowa Jaycees** – 550,000 hours  
Iowa Mentoring Partnership – 264,000 hours

**Iowa Red Cross Volunteers** – 175,000 hours

**AARP** – 150,000 hours

“The spirit of volunteerism is alive and well in Iowa, and we’re thrilled to have played a part in motivating Iowans to give of themselves even more than last year,” said Daniel K. Miller, executive director and general manager of Iowa Public Television. “Together with ICVS, we are proud to provide the bridge that connects engaged Iowans with organizations that need volunteer help this year. This is exactly the type of community-focused public service effort that is at the heart of Iowa Public Television’s mission to our state.”

Contact [Jody.Benz@iowalifechanging.com](mailto:Jody.Benz@iowalifechanging.com) for more information.



## AmeriCorps Update

In January, AmeriCorps members reached a one million hour benchmark for hours served since 2000, an estimated impact of more than \$38 million.

The 2005 results of the 15 AmeriCorps programs administered by ICVS show that members provided more than 180,000 hours of service and recruited and additional 10,189 community volunteers; member service hours are valued at more than \$3 million.

The members provided tutoring, enrichment activities and/or Service Learning opportunities to 37,000+ Iowa students; constructed or repaired 381 miles of trails in state and county parks; completed more than 8,000 neighborhood or community safety projects; and worked with more than 87,000 community partners.

## Iowa Mentoring Partnership Joins ICVS

The Iowa Mentoring Partnership (IMP) has a new home. In January, the IMP became a part of the Iowa Commission on Volunteer Service (ICVS). The IMP serves to provide assistance on a statewide basis to all mentoring programs, providers, and communities who have an interest in mentoring. In addition, IMP seeks to create a network that allows the mentoring programs in Iowa to become aware of each other's programs, strengths, and resources. Finally, the IMP serves as the monitoring organization for the use of effective mentoring practices within the state. If you or someone you know is interested in getting involved and sharing what you know through mentoring youth in your community, visit [www.iowamentoring.org](http://www.iowamentoring.org) or contact Jerodiah F. Conley at 515-242-4772.

# 2006 SMART Conference

THURSDAY, MAY 4, 8:30 A.M. TO 3:45 P.M.

POLK COUNTY CONVENTION COMPLEX, DES MOINES

The 21st Annual SMART Conference, sponsored by the Iowa Utility Association and the Iowa Department of Economic Development, will be held on Thursday, May 4 at the Polk County Convention Complex in downtown Des Moines. Attendees include community leaders, volunteers and economic development professionals.

## Conference highlights include:

- Featured luncheon speaker David Gregory, NBC News Chief White House Correspondent
- Hometown Entrepreneurs author Jack Schultz
- Global economy expert Joseph Cortright
- Local government incentive tools expert Bob Josten
- Workshops regarding local entrepreneurialism financing, capturing the transfer of wealth, tools for site selection and tapping into the experience of Iowa's mature workforce



To register, log on to [www.iowasmartconf.com](http://www.iowasmartconf.com). Questions? Call 1.800.264.1084

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Des Moines, IA 50309

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## 2005 Planning Calendar

### APRIL

- 28 Iowa Tourism Unity Day  
HyVee Conference Center,  
West Des Moines
- 28 Main Street Iowa Awards  
Des Moines Marriott Hotel

### JUNE

- 4-7 National Main Streets Conference  
New Orleans, Louisiana
- TBA Governor's Volunteer Award Ceremonies

### SEPTEMBER

- 20 Deadline for nominations for  
Iowa Volunteer Hall of Fame

### MAY

- 4 SMART Conference
- 30 Announcement of New Main Street  
Iowa cities

## MAY IS IOWA TOURISM MONTH

### JULY

### AUGUST

- 10-20 Iowa State Fair
- 22 & 23 Iowa Downtown Summit  
Sioux City

### OCTOBER

- 31 Iowa Conference on Volunteer Service  
Polk County Convention Complex

### NOVEMBER

- 1 Iowa Conference on Volunteer Service  
Polk County Convention Complex

## TOURISM UNITY DAY APRIL 28

The Iowa Tourism Office and Travel Federation of Iowa (TFI) will host the 2006 Iowa Tourism Unity Day on Friday, April 28 at the Hy-Vee Conference Center in West Des Moines.



Iowa's tourism industry comes together at this annual spring event to network, learn about state initiatives and co-op opportunities, hear legislative updates and to kick-off the celebration of May as Iowa Tourism Month

For more information, contact Lonie Mezera at [lonie.mezera@iowa-lifechanging.com](mailto:lonie.mezera@iowa-lifechanging.com) or 1.888.472.6035.